

# Mansfield Township Resident Survey 2017

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Economic Development Advisory Committee

For Township Committee

December 13, 2017

# Development of Survey

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- Evaluation of Municipal Surveys – reviewing samples from rural, suburban and urban communities throughout the country
- Incorporating request to include questions from the Police Department
- Reviewing items of importance with Township Committee Members, input provided by:
  - Shirley Kocher
  - Ron Hayes
  - Desiree Dillon

# Survey information was organized to collect information on:

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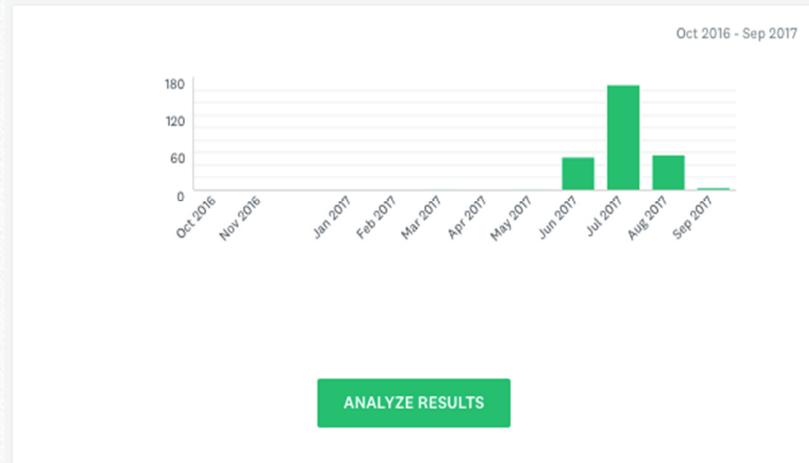
- Demographics
- Overall Township Services
- Township Information
- Community Safety
- Recreation Services and Facilities
- Community Communication
- Community and Economic Development
- **Note:** The complete survey questionnaire is included later in this document for reference.

# 283 Total Responses

## Response Analysis

- Online survey hosted on SurveyMonkey.com
- 283 total responses
  - 76% completion rate
  - 22 duplicate IP addresses
- Time spent – 12 minute average
- Results should be considered the opinions of the participants and not generalized to entire population

Responses Volume



## Responses by Collector Type

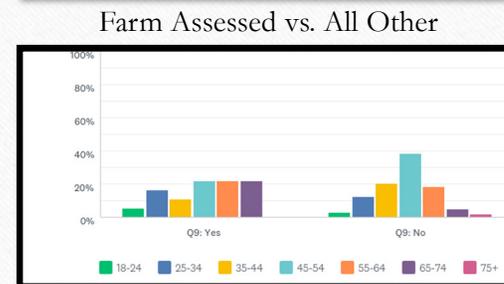
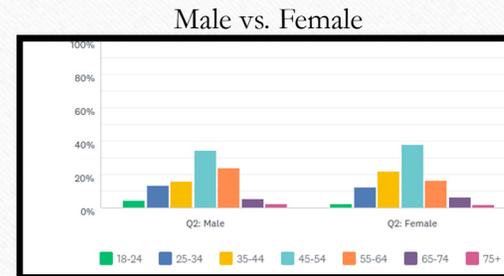
Collector	Responses
Tax Newsletter	42
Social Media Recreation Facebook	38
MT Police Dept Google Alert (Email)	82
Social Media MTPD Facebook	57
Township News Blog/Story Link Posting to Facebook	64
<b>TOTAL</b>	<b>283</b>

# Survey Participants

## Demographics

- 98% - residents
- Males (41%) vs. Females (59%)
- 87% own their home
- 83% live in a single home residence
- 56% plan to live here 5-10 years or greater than 10 years, (30% did not know)
- 7% claimed to own farm-assessed property

## Age Distribution by Filter

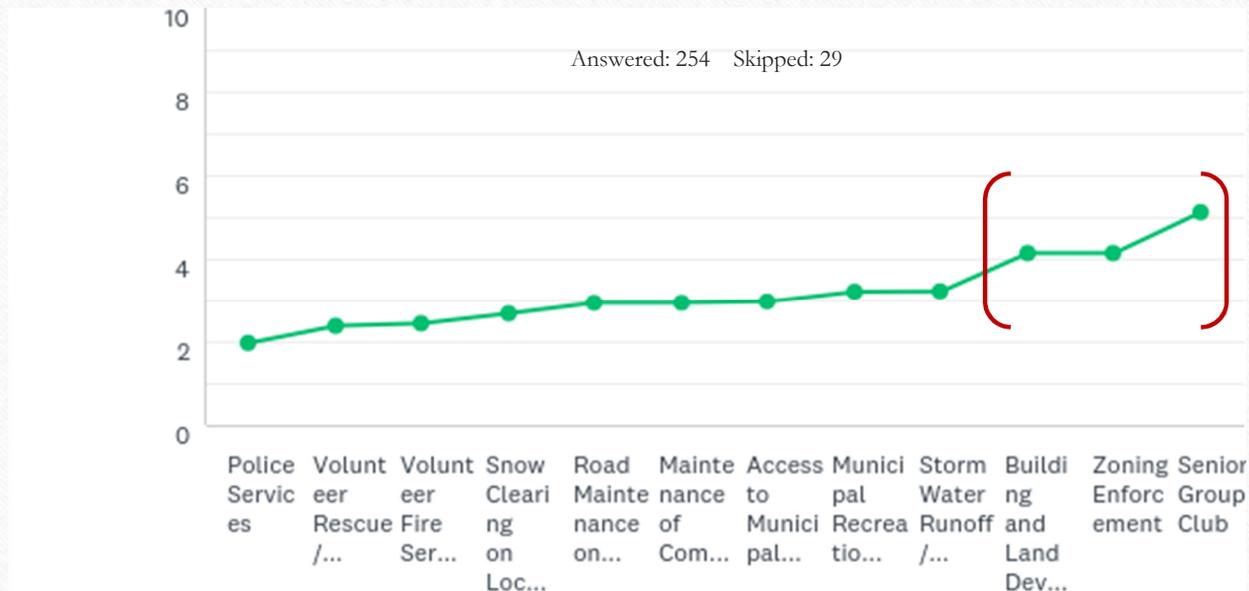


# Overall Township

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# Municipal Government's Overall Performance

(Responses: Very Good, Good, Average, Poor, Very Poor, No Opinion)



- Weighted Average: the Lower the Number the Better the Performance
- Senior Group – 183 answered “No Opinion”

Chart Categories: Police Services, Volunteer Rescue/EMS, Volunteer, Snow Clearing, Road Maintenance, Maintenance of Common Areas, Access to Municipal Info via Web, Municipal Recreational Programs, Storm Water Runoff/Drainage Maintenance, **Building and Land Development Services, Zoning Enforcement, Senior Group/Club**

# Township Information

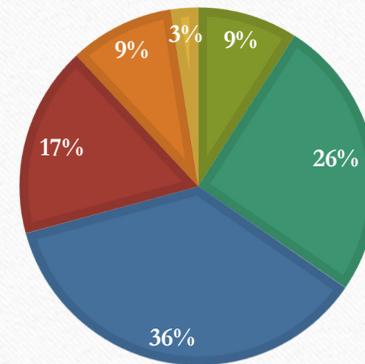
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# Mansfield Township's performance in: INFORMING CITIZENS

- 71% rated Mansfield Township as satisfactory in informing citizens
- 35% rated as good or very good at informing citizens

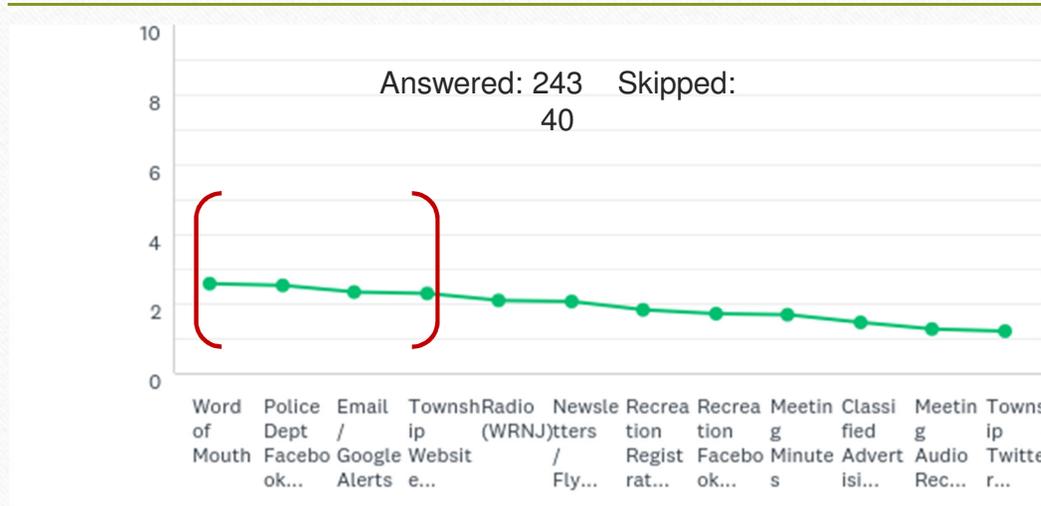
## INFORMING CITIZENS

■ Very Good ■ Good ■ Average ■ Poor ■ Very Poor ■ No Opinion



Answered: 243 Skipped: 40

## Frequency in using sources for information about news, services, and programs



- Weighted Average: The higher the number the more likely to use the source.
- Highest rated sources:
  - Word of Mouth
  - Police Facebook
  - Email/Google Alert
  - Township Website
- Lowest rated sources:
  - Meeting Audio
  - Township Twitter

Sources Used (in order of rating): **Word of Mouth**, **Police Facebook Page**, **Email (Google Alerts)**, **Municipal Website**, Radio, Newsletters/Flyers from Depts/Committees, Recreation Website, Recreation Facebook Page, Meeting Minutes, Classified Ads (i.e. Public Notices/Bids), **Meeting Audio Recordings**, **Township Twitter Account**

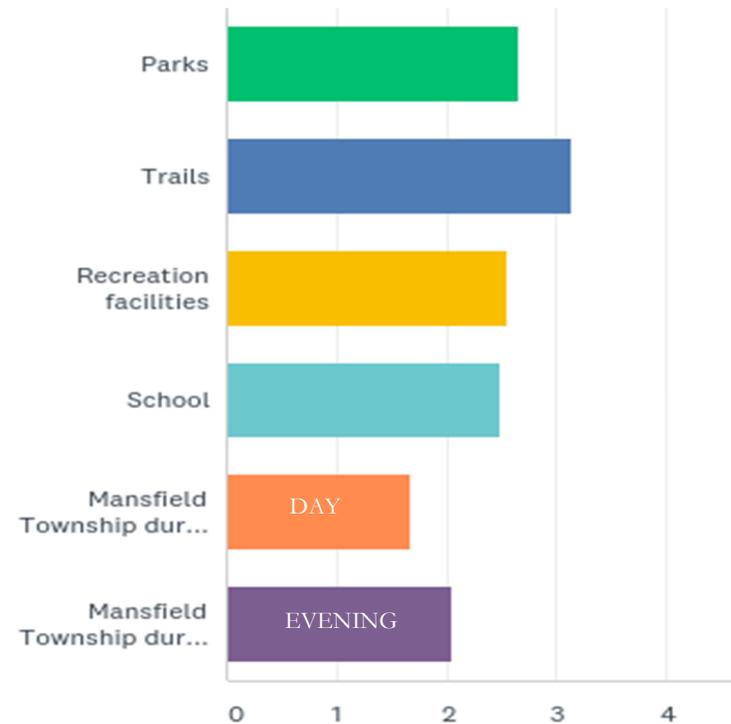
# Community Safety

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## Feeling of Safety

- Weighted averages, the lower the number the safer participants feel in different areas of township.
  - Orange – Mansfield during the day
  - Purple – Mansfield during the evening
- Males were significantly higher in rating “Always Safe” in Parks, Trails, Mansfield During the Day and Mansfield During the Evening
- Males were significantly lower selecting “usually safe” when rating Recreational Facilities
- No opinion: Trails - 26%, School – 24%, Parks – 19%, Reactional Facilities – 18%

How safe you feel in each of the following areas of Mansfield Township



Answered: 242 Skipped: 41

Weighted averages: the lower the number the safer participants feel.  
Selections: Always Safe, Usually Safe, Sometimes Safe/Unsafe, Always Unsafe, No Opinion

# Quality of each of the following in Mansfield Township



Weighted Average: The lower the number the higher the quality.

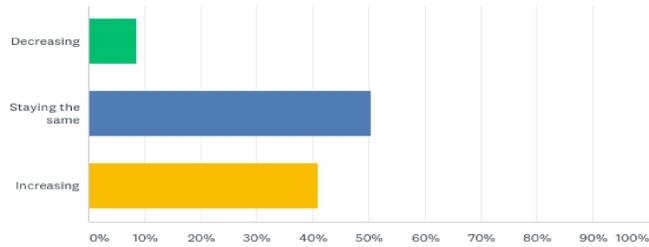
% of Respondents rating Average, Good, or Very Good:

- 92% -Police services overall
- 90% -Police patrol
- 90% -Police visibility
- 86% -Traffic enforcement
- 74% -Police response time
- 60% -Nuisance enforcement
- 49% -Animal control
- 46% -Code enforcement

# Residential Perceptions of Crime including Drugs/Dealing the Same or Increasing

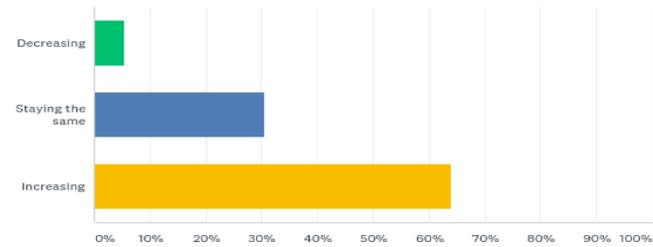
## Q15: Would you say crime in Mansfield Township is...

Answered: 242 Skipped: 41



## Q16: Would you say drug use and dealing in Mansfield Township is...

Answered: 242 Skipped: 41

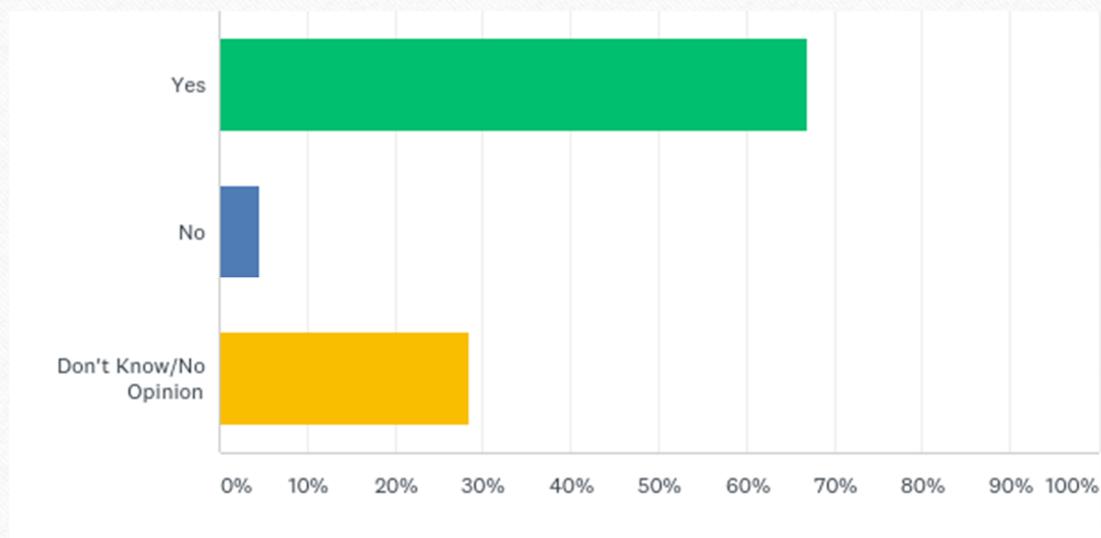


- Overall, residents feel crime is staying the same or increasing and that drug use and dealing are more likely to be increasing
- No significant differences in perceptions by gender, however, residents with farm-assessed property did not report a decrease in crime or drug dealing

# Relationship Between Police Department And The Broader Community Is A Positive One

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Answered: 242 Skipped: 41



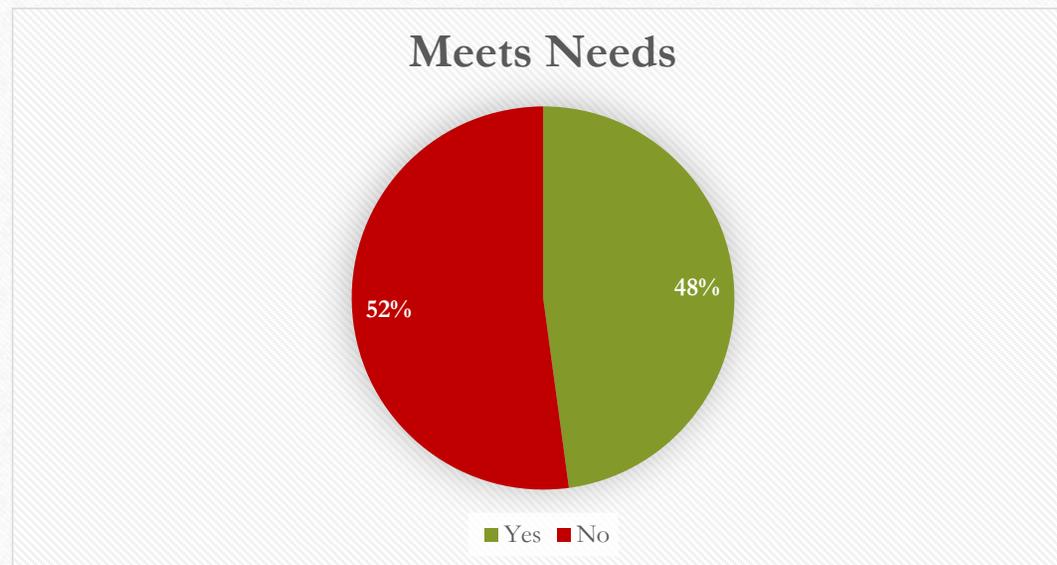
# Recreation Services and Facilities

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# 52% Stated that Mansfield Township Facilities And Recreational Programs DO NOT Meet Needs

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Answered: 234 Skipped: 49



## Participants Prioritized Recreational Facilities

- Park Pavilion #1 Requested Improvement (101 votes, 30% more than any other amenity)
  - Amenities were randomly presented to minimize bias
  - Park Pavilion had 30% more votes than the next option selection
- “Passive Recreation” amenities more often favored over organized or team sports facilities
  - Sports Fields #7
  - Basketball Courts #10

Which of the following would you like to see more of in Mansfield Township? (Choose up to 3 items)



Answered: 234 Skipped: 49

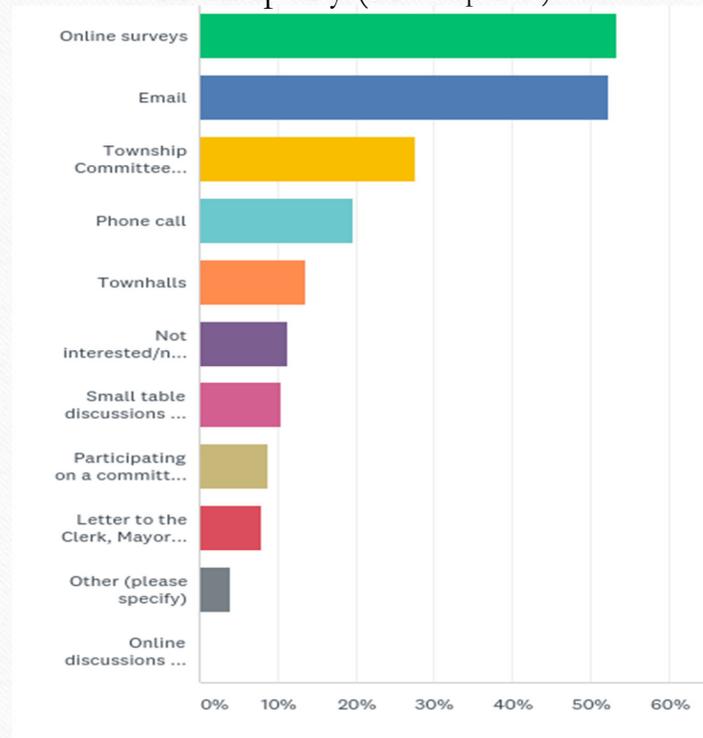
# Community Communication

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## Digital Communication Channels Preferred for Sending Information

- #1 -Online surveys nearly tied with Emails - both more favored in providing input to Township
- #2 – Distant second - Speaking during Public Session of Township Committee Meeting
- #3 - Telephone communications

Preferred Channels For Providing Input To Municipality (Select Up To 3)



Answered: 229 Skipped: 54

Categories: Online surveys-email-Township Public Session-Phone Call-Town halls-Not interested/applicable-small table discussions at events-Participating on a committee or advisory group-Letter to Clerk, May Township,-Other-Online discussions or forums

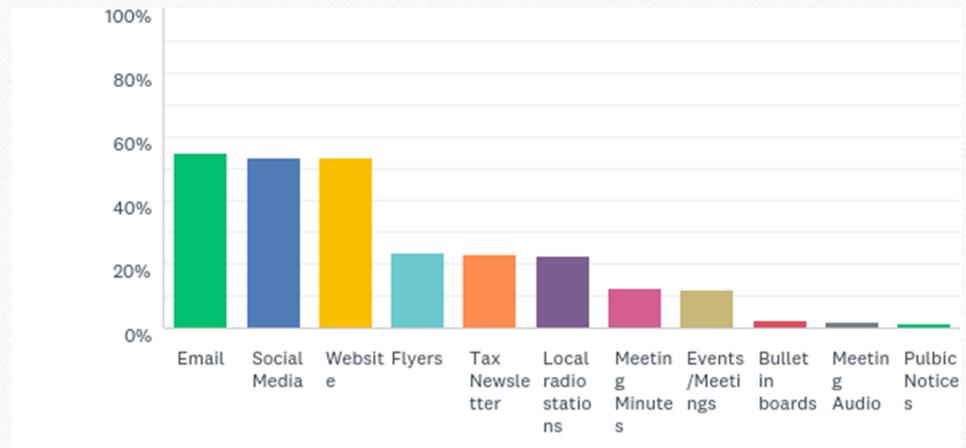
## Digital Communication Channels

### PREFERRED

For Receiving Information

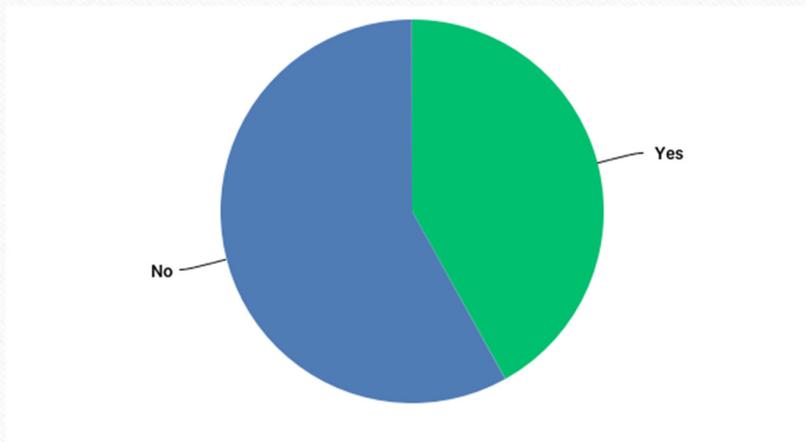
- Top 3 Pics nearly equally preferred:
  - Email
  - Social Media
  - Website

## Best Ways For The Municipality To Share Public Information (Select Up To 3 Items)

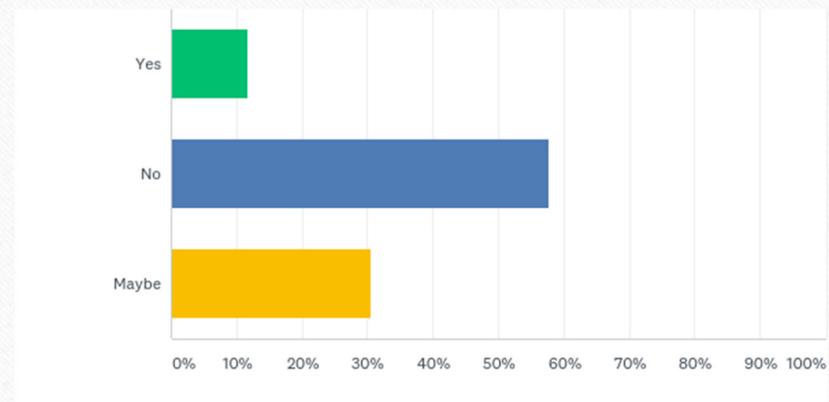


# Newer Service Could Use Support In Building Awareness and Overcoming Barriers to Use

Awareness of Online Tax Payment Tool

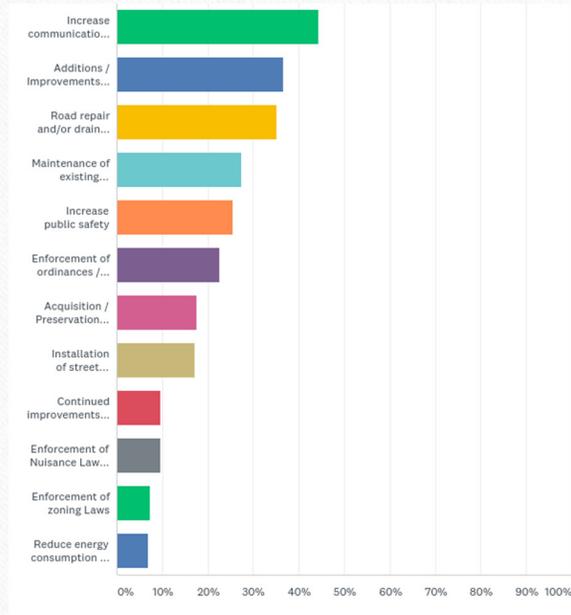


Interest in Using Online Tax Payment Tool



## Important Items That Mansfield Township Committee Should Address (Select Up To 3)

- Top 3 items Participants want to see Committee Address:
  - **INCREASED** communications to keep citizens informed
  - **ADDITIONS/IMPROVEMENTS** to the Municipal Park (aka: Hector A. Cafferata, Jr. Memorial Park)
  - **Road Repair and/or Drainage Issues**



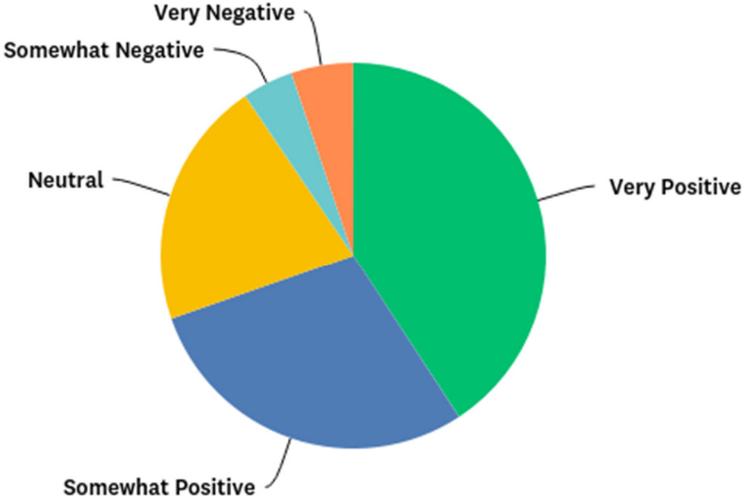
Answered: 216

Skipped: 67

# Community and Economic Development

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# Majority of Community Support Festivals and Events to Increase Tourism to Mansfield



Answered: 211 Skipped: 72